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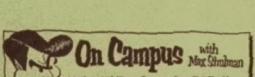


A GUIDE FOR THE LOVELESS

Gentlemen, take warning. June is almost upon us—June, the month of brides. Have you got yours yet? If not, don't despair. You don't have to be rich or handsome to get a girl. All you have to be is kind, considerate, thoughtful, and obliging—in short, a gentleman.

For example, don't ever call a girl for a date at the last minute. Always give her plenty of advance notice—like three months for a coke date, six months for a movie, a year for a prom, two years for a public execution. This shows the girl that she is not your second or third choice and also gives her ample time to select her costume.

And when you ask for a date, do it with a bit of Old World gallantry. A poem, for instance, is always sure to please a young lady, like this:

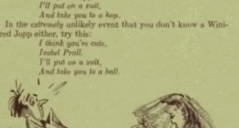
I think you're cute,
Daphne La France.
I'll put on a suit,
And take you to a dance.

In the unlikely event that you don't know any girls named Daphne La France, try this:

I think you're cute,
Winifred Jopp.
I'll put on a suit,
And take you to a hop.

In the *extremely* unlikely event that you don't know a Winifred Jopp either, try this:

I think you're cute,
Isabel Prall.
I'll put on a suit,
And take you to a ball.



If there is no Isabel Prall, Winifred Jopp, or Daphne La France on your campus, it is quite obvious why you've had trouble finding dates all year: you've enrolled in an all-male school, you old silly!

Next let us take up the question of etiquette once you are out on a date with Isabel, Winifred, or Daphne. The first thing you do, naturally, is to offer the young lady a Marlboro. Be sure, however, to offer her an entire Marlboro—not just a Marlboro butt. Marlboro butts are good of course, but whole Marlboros are better. You get an extra inch or two of fine flavorful tobacco—and I mean flavorful. Do you think flavor went out when filters came in? Well, you've got a happy surprise coming when you light a Marlboro. This one really delivers the goods on flavor, and when you hand Isabel, Winifred, or Daphne a whole, complete, brand-new Marlboro, she will know how highly you regard and respect her, and she will grow misty and weak with gratitude, which is very important when you take her out to dinner, because the only kind of coed a college man can afford to feed is a weak and misty coed. Latest statistics show that a coed in a normal condition eats one and a half times her own weight every twelve hours.

At the end of your date with Isabel, Winifred, or Daphne, make certain to get her home by curfew time. That is gentlemanly. Do not leave her at a bus stop. That is rude. Deliver her right to her door and, if possible, stop the car when you are dropping her off.

The next day send a little thank-you note. A poem is best. Like this:

For a wonderful evening, many thanks,
Isabel, Winifred, or Daphne.
I'll take you out for some more merry pranks
Next Saturday if you'll baph me.

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We can't give you rhyme but we'll give you good reason why you'll enjoy Marlboro and Marlboro's unfiltered companion cigarette, Philip Morris. One word says it all: flavor.

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